

Amendment dated 07/06/05  
In Response to OA mailed 04/07/05

U.S.S.N. 09/626,100  
005222.00358

### REMARKS

Claims 1-26 are pending. Claims 1-18 and 2-25 stand rejected by this Office Action.

Claims 19 and 26 are objected to as being dependent upon a rejected claim, but would be allowable if rewritten in independent form including all of the limitations of the base claim and any intervening claims. The Applicants are amending claims 19 and 26 to be in independent form. Also, the Applicants are amending independent claim 9 to include similar features as claims 19 and 26.

### Claim Objections

**Claim 1 is objected to because of an informality: the phrase "are needed" is repeated twice.**

The Applicants are canceling claim 1 without prejudice.

### Claim Rejections – 35 USC §103

**Claims 1-18 and 20-25 are rejected under 35 U.S.C. 103(a) as being unpatentable over US 6,356,903 (Baxter) in view of US 6,236, 994 (Swartz) in further view of US 2002/0059604 (Papagan).**

The Applicants are canceling claims 1, 17-18, and 20-25 without prejudice. Also, the Applicants are amending claims 2 and 4 so that claims 2-8 ultimately depend from claim 19.

The Applicants are amending claim 9 to include similar features as claims 19 and 26, which is allowable as amended. As amended, claim 9 includes:

a second logic mechanism for determining key processes for use in developing a solution to a system design problem, the system design problem being the determination of what content management and delivery products and processes to implement, and how to implement them, wherein the key processes comprise: workflow tracking for content elements, wherein the

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workflow tracking for content elements includes tracking for review status and access privileges, capture and use of at least one customer's user preferences, wherein the at least one customer's user preferences include an access record associated with user preferences, application of business rules to user preferences to determine future content development, wherein the application of business rules to user preferences includes input templates for input characteristics of content elements and display templates for display characteristics of content elements, access control for the content management system, wherein the access control of content management includes access control for creating, reading, updating, deleting, and approving content elements, and metadata capture including author, date of creation and topic, wherein the metadata capture includes a taxonomy having one or more fields for categorizing content elements and corresponding keyword values for the one or more fields; and applying these key considerations and processes to the system design problem with the assistance of a framework showing basic content management and delivery element relationships to provide personalized content for a customer, wherein the framework includes a content delivery system and a content development and management system connected to the content delivery system, whereupon such a solution to the system design problem is produced, and wherein the personalized content is in accordance with the at least one customer's user preferences and at least one business objective;

a third logic mechanism that delivers the personalized content to the customer by selecting a delivery channel from a plurality of delivery channels in accordance with the at least one customer's user preferences and by distributing the personalized content over the selected delivery channel;

a fourth logic mechanism that receives planning input at the content development and management system from a planning unit and processes the planning input at the content development and management system to determine planning output and content elements;

a fifth logic mechanism that receives the planning output at the planning unit from the content development and management system;

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a sixth logic mechanism that receives content elements at the content delivery system from the content development and management system and assembles the content elements at the content delivery system to determine customer output; and

a seventh logic mechanism that receives the customer output at the customer unit from the content delivery system.

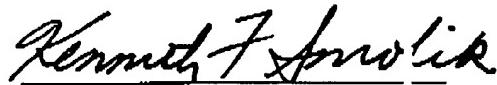
Moreover, claims 10-16 ultimately depend from claim 9 and are patentable or at least the above reasons. Thus, the Applicants are requesting reconsideration of claims 2-16.

### CONCLUSION

Applicants submit that claims 2-16, 19, and 26 are in condition for allowance. Should the Examiner have any questions, the Examiner is invited to contact the undersigned at the number set forth below.

Respectfully submitted,

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